

## ABSTRACT

The system of the present invention includes a set-top box 50 that provides programs broadcasted from a broadcast station 40 to users, a  
5 monitor 60, and mobile stations 10a through 10c accommodated in a mobile data communication network 20 and store mobile station IDs (identification information) for identifying a user. The mobile stations 10a through 10c transmit control signals including the mobile station IDs for the set-top box 50 to the set-top box 50. The set-top box 50 stores the  
10 mobile station IDs and viewing histories of the user and transmits the mobile station IDs and the viewing histories to an audience rating calculating server 70. The audience rating calculating server 70 generates user's attribute-specific audience rating data on the basis of the mobile station IDs and the viewing histories received.

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